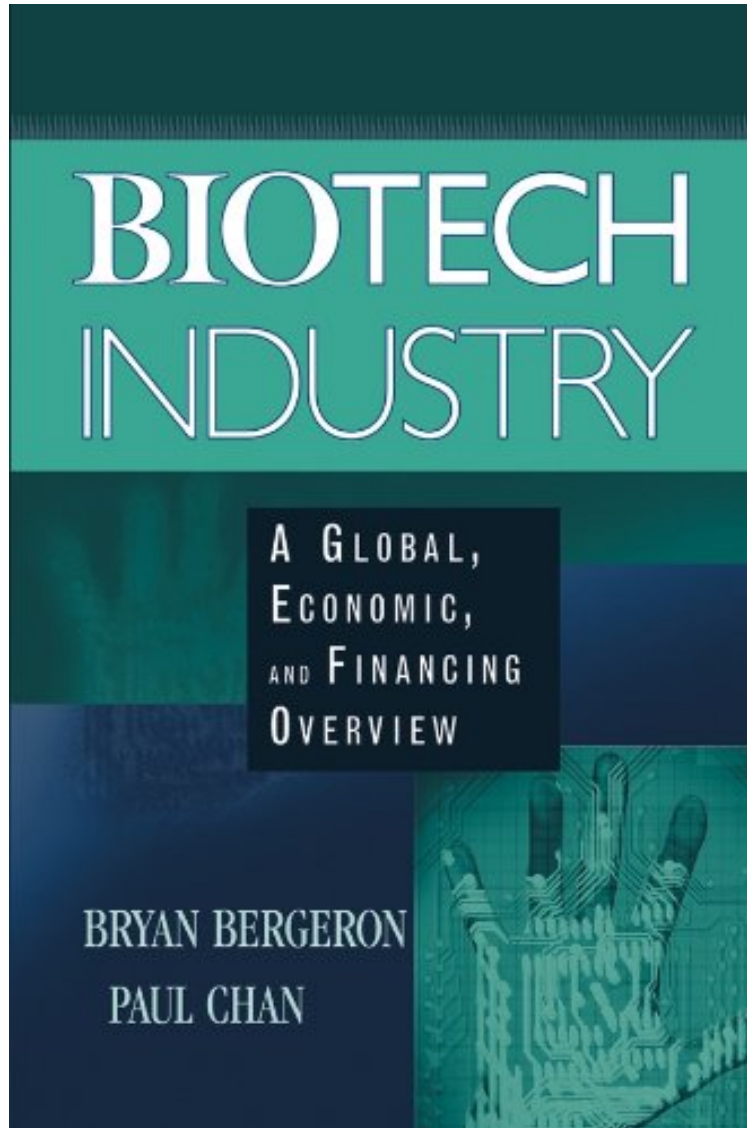


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Biotech Industry: A Global, Economic, and Financing Overview

Bryan Bergeron, Paul Chan

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"The biotech industry is a complex, rapidly evolving, and critical industry. The industry holds great commercial and societal promise, but it is also filled with hype, confusion, and risks. Bergeron and Chan do a remarkable job of providing a sweeping insightful, and probing assessment of the current state and likely evolution of this global industry. This book is essential reading for the executive who desires a thorough understanding of this business and its potential."--John P. Glasser, Vice President and Chief Information Officers, Partners Healthcare System, Inc. "Bergeron and Chan have done a marvelous job integrating many different perspectives to give the reader a coherent road map of the biotech industry for the next decade. This powerful book is anchored by numerous relevant examples that create a framework which any life sciences professional needs to understand. Of particular note is the compelling assessment of the IT industry and its impact on the life sciences as these industries converge."--Michael A. Greeley, Managing General Partner, IDG Ventures. An in-depth examination of the growth and financing of the biotechnology industry worldwide *Biotech Industry: A Global, Economic, and Financing Overview* provides a thorough look at the current state of the biotechnology industry, including where major research is being conducted, where it's being applied, and where money and intellectual capital are flowing. Written by a renowned business columnist and an entrepreneurial scientist in the biotech area, this unique book gives Eos and other senior-level managers an understanding of Asia's pivotal role in the worldwide success of biotechnology commercialization, as well as insight into the biotech market over the next decade.

The biotech industry is a complex, rapidly evolving, and critical industry. The industry holds great commercial and societal promise, but it is also filled with hype, confusion, and risks. Bergeron and Chan do a remarkable job of providing a sweeping insightful, and probing assessment of the current state and likely evolution of this global industry. This book is essential reading for the executive who desires a thorough understanding of this business and its potential."--John P. Glasser, Vice President and Chief Information Officers, Partners Healthcare System, Inc. Bergeron and Chan have done a marvelous job integrating many different perspectives to give the reader a coherent road map of the biotech industry for the next decade. This powerful book is anchored by numerous relevant examples that create a framework which any life sciences professional needs to understand. Of particular note is the compelling assessment of the IT industry and its impact on the life sciences as these industries converge."--Michael A. Greeley, Managing General Partner, IDG Ventures. From the Inside Flap The biotechnology revolution is profoundly transforming medicine, agriculture, material science, the military, and even our identities. This global business phenomenon spans from front line users of the technology to thousands of local and multinational companies that provide everything from the high-tech reagents and raw biological materials to the stainless steel fermentation tanks and other equipment required to synthesize and transport biologicals. Looking beyond the hype of get-rich-quick investment schemes, *Biotech Industry: A Global, Economic, and Financing Overview* provides CEOs and other upper-level managers with a comprehensive, critical analysis of the biotechnology business from a uniquely Pan-Asia perspective. With a cutting-edge focus for forward-thinking business leaders, this reliable reference offers a clear vision of the global biotech market through 2010, including which regions and corporations are best positioned to dominate the market. Through timely coverage, this relevant volume gives readers an appreciation for the unique political and socioeconomic landscape within which academic and entrepreneurial biotechnology laboratories operate. Coverage includes a focus on the financial, technological, and infrastructure-building activities underway (primarily in Asia) that are reminiscent of the infrastructure building in the semiconductor industry. Because the biotechnology field crosses so many traditional boundaries, successful CEOs and other senior-level corporate executives in the industry need a guide to both business principles and the biology, physics, and information technologies related to their company's products and services. The global market also demands successful executives be skilled in public relations and managing the press with due respect to social, political, and religious concerns surrounding biotechnology research. Private and government-sponsored laboratories in Asia are scrambling to develop many of the core technologies that will drive biotechnology developments in the United States, European Union, Australia, and elsewhere. *Biotech Industry: A Global, Economic, and Financing Overview* offers valuable insight into where this major research is being conducted, where it's being applied, and where money and intellectual capital are flowing. From the Back Cover "The biotech industry is a complex, rapidly evolving, and critical industry. The industry holds great commercial and societal promise, but it is also filled with hype, confusion, and risks. Bergeron and Chan do a remarkable job of providing a sweeping, insightful, and probing assessment of the current state and likely evolution of this global industry. This book is essential reading for the executive who desires a thorough understanding of this business and its potential." --John P. Glaser Vice President and Chief Information Officer Partners Healthcare System, Inc. "Bergeron and Chan have done a marvelous job integrating many different perspectives to give the reader a coherent road map of the biotech industry for the next decade. This powerful book is anchored by numerous relevant examples that create a framework which any life sciences professional needs to understand. Of particular note is the compelling assessment of the IT industry and its impact on the life sciences as these industries converge." --Michael A. Greeley Managing General Partner IDG Ventures An in-depth examination of the growth and financing of the biotechnology industry worldwide *Biotech*

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